



Mercedes-Benz Research and Development India – Social Impact Projects

Mercedes-Benz

The best or nothing.

Mercedes-Benz



The India Story - Future Sustainable Mega Cities - Challenges & Opportunities



United Nations
Climate Change



- Reach 500GW non-fossil energy capacity by 2030
- 45% carbon intensity reduction by 2030
- 50% energy from renewables by 2030
- Reduction of CO2 emissions by 1bn tonnes by 2030
- Net zero by 2070

1 Most Populous Country

India has the largest youth population in the world

5 Mega Cities

The cities will jointly host more than 120 million people by 2030

5th Largest Economy

India is one of the fastest-growing economies

4th Largest Renewable Energy Producer

Renewable energy installed capacity include's hydro, wind & solar power



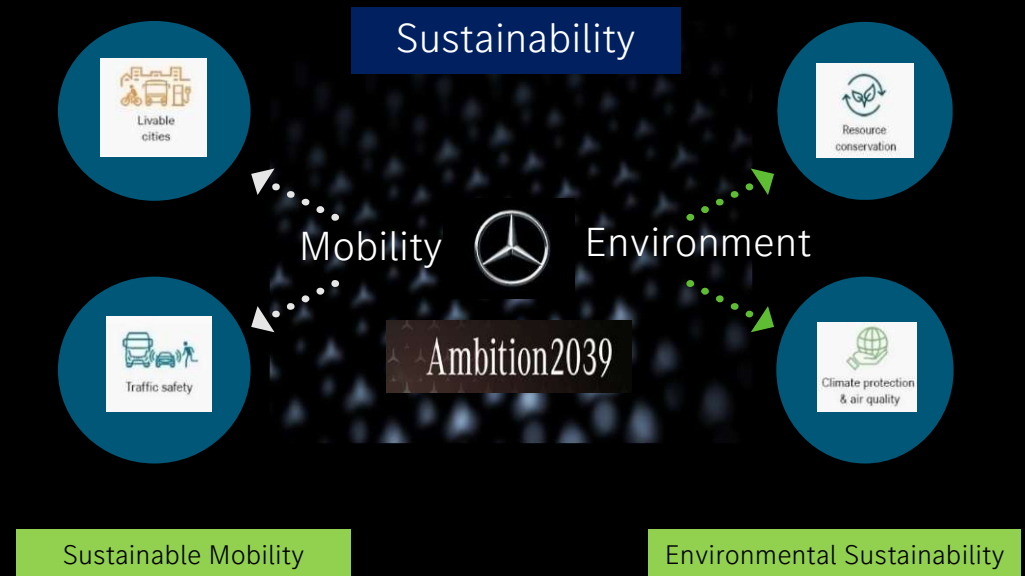
India, Mumbai - Dharavi

Mercedes-Benz in India - A Compliance Requirement Strategized to Focus on Sustainability



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The MBRDI CSR Strategy



Key Problem Statements in India

Sustainable Mobility

40

Fold Increase in Registered Vehicles

The number of registered motor vehicles has gone up from 5.4 million in 1981 to 210 million in 2015

130

KMs of Roads Constructed Per Day

The average daily construction rate of rural roads has already seen a record high since independence of 130 km per day

24.4

KMs Per Hour

India's mean travel speed on road across cities

1

Ranking in Road Fatalities

India globally is ranked number 1 for traffic related deaths, this accounts for 11% of the global road fatalities

Environmental Sustainability

7%

Global Carbon Emissions

India accounts for 7% of the global carbon emissions and is the third largest contributor behind USA and China

1.9_x

Air Quality

The current PM2.5 AQI in India is 1.9 times higher than World Health Organization's benchmarks for a 24 hour period (Delhi: 4.5x / Pune: 1.1x)

0.12_{m²}

Green Space in Cities

Mumbai has a meagre 0.12 m² of green space per capita, as compared to the UN recommended standard of 9 m² of green space per capita

180

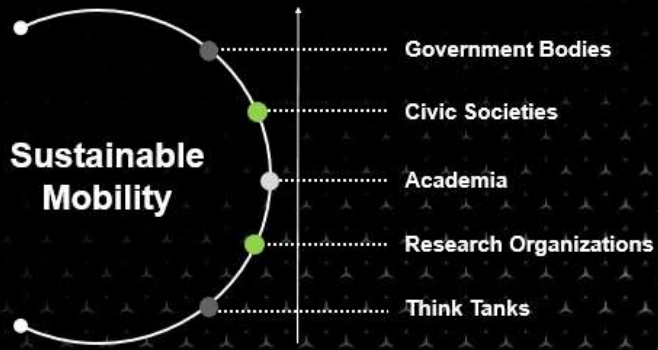
Environmental Performance Index

India ranked last out of 180 countries in the 2022 EPI ranking conducted by Yale and Columbia Universities. This study looked at climate change performance, environmental health and ecosystem vitality.

Sustainable Mobility - Mapping Key Stakeholders & Partners

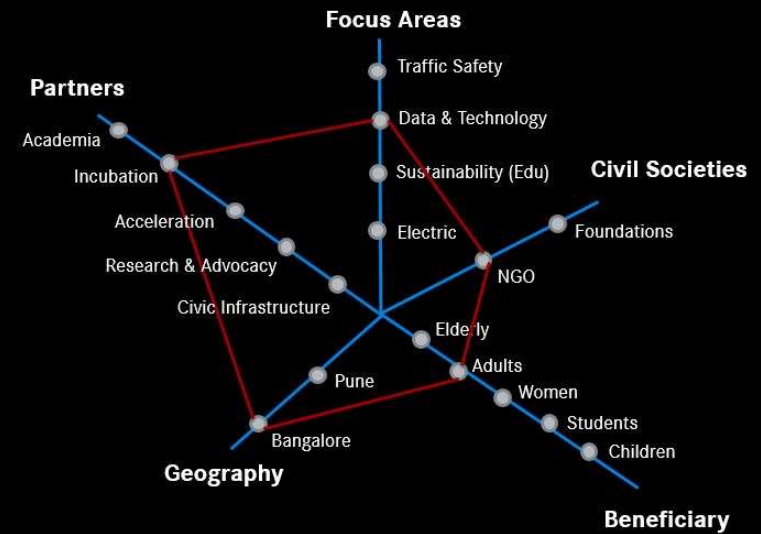
Mapping Stakeholders

Leveraging Technology



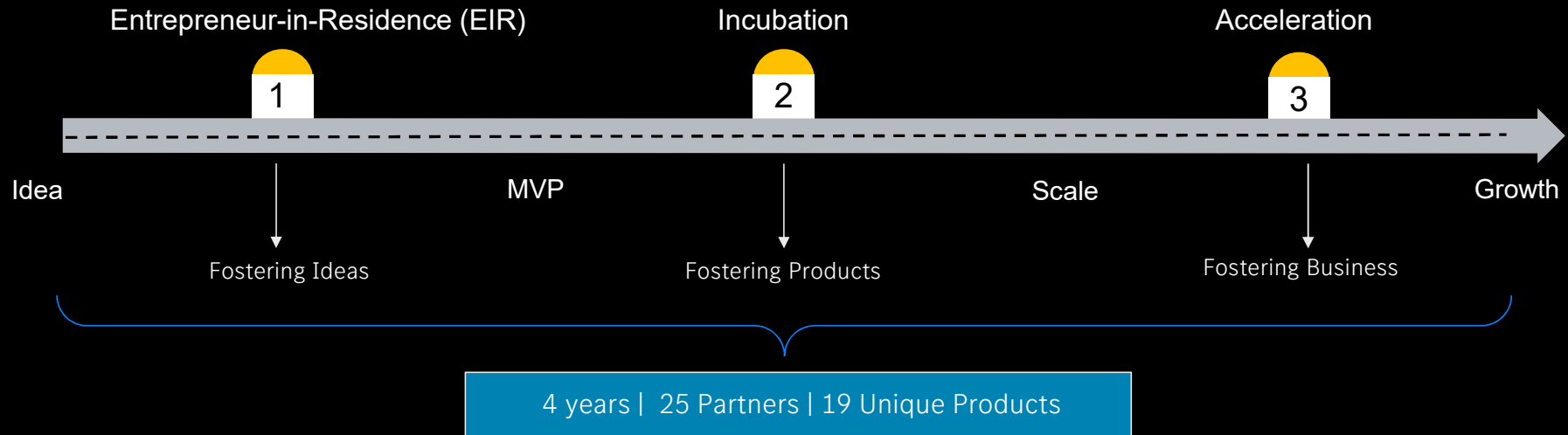
- 
 Directorate of Urban Land Transport Bangalore
- 
 Pune Mahanagar Parivahan Mahamandal Limited
- 
 International Council on Clean Transportation
- 
 Indian Institute of Human Settlements
- 
 Janaagraha Centre for Citizenship and Democracy
- 
 Villgro Innovations Foundation

Mapping Projects

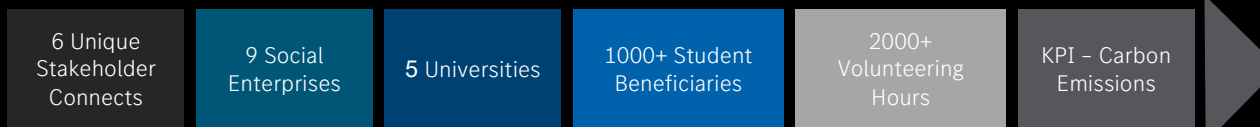


— Representation of a Project Mapping Scenario

Sustainable Mobility - Fostering Innovation & Sustainability through Partnerships



Impact & Touch Points



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Implementing Partner

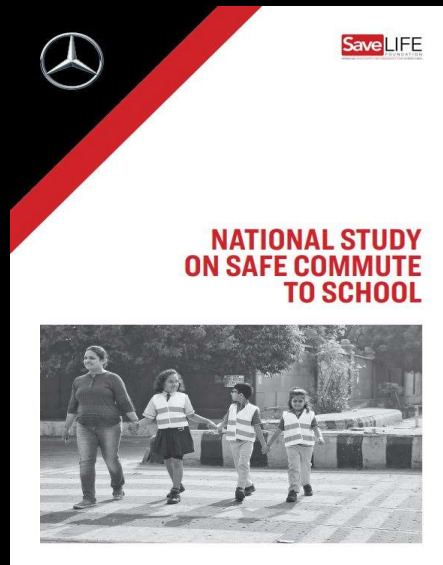


Knowledge Partners

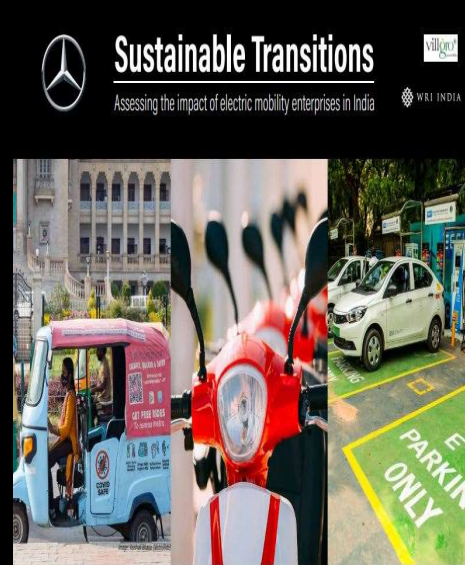


Sustainable Mobility- Research and Advocacy

Research & Publication



A unique study covering 10 cities that mapped risks related to school commute



India's first framework that supports start-ups to align their business's to ESG pillars

On Ground Projects



MobileKids
A Mercedes-Benz Initiative

45,000 Student Beneficiaries Trained
10,000 + Volunteer Hours

Forging Partnership For Sustainable Social Impact - Impact Stories

Mobility - Low Cost Battery Swapping Service to E-Rickshaws

Support - Seed Capital & Technical Guidance to Sheru a Start-up

Partnerships (Govt., Social Incubators and Civil Societies)

Impact over 2 years

4.56 Lakhs Green Miles Sold Per Month

7,651 Active Batteries

5,489 Active Drivers



Environment - Protection of Biodiversity Clean Green Nandi

Support - Funding and Technical Guidance to the NGO

Partnerships (Govt., Civil Societies & Research Institutes)

Impact over 5 years

5.8 Million Liters of Water Conserved

150 Acres of Land Reclaimed & Repurposed

46 Tonnes Waste Collected & Recycled



Video - Project - Clean Green Nandi

Thank you!

